



Costa Mesa Conference & Visitor Bureau Board Meeting Minutes August 9, 2012 Costa Mesa CVB Office

Attendees: Mike Hall (Chairman of the Board and GM of Westin), Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Peter Papagelis (GM of Mastro's Steakhouse), Peter Naghavi (Director of Economic Development), Dan Joyce (Public Affairs Manager for City of Costa Mesa), Naj Ekhals (GM of Best Western Plus), Kandee Anderson (GM of Marriott), Charles Haber (GM of The Hotel Hanford), Abdul El-Mekhgiane (GM of Ramada Newport Mesa), Werner Escher (Executive Director of Domestic and International Markets) and Paulette Lombardi-Fries (President, CVB)

Absent: Paul Sanford (GM Wyndham), Shetal Patel (GM Holiday Inn Express), Terry Dwyer (President Segerstrom Center for the Art), Phil Campanelli (GM of Hilton), and Sue Cooke (Treasurer of the Board and GM of Residence Inn by Marriott).

Guest: Al Merschen, Myriad Marketing

Public Comment-no comments or guests for this meeting were noted

Board Approved New Board Members

Paulette shared Mr. Eric Grimm gave a letter of resignation as he is no longer the GM at The Hotel Hanford. The Board approved unanimously the new members, which include Phil Campanelli (GM at the Hilton), Charles Haber (GM at The Hotel Hanford) and Abdul El-Mekhgiane (GM at the Ramada).

June 2012 Review of Meeting Minutes

- Motion made to approve June 2012 meeting minutes by Susan and Kandee.

Financial Report

- Review fiscal year end financials-spreadsheet handed out. Motion to approve by Peter Naghavi and Mike.
- Motion to approve financials for 2012-2013 fiscal year made by Peter Naghavi, Dan and Susan. Paulette noted the electronic copy reviews variances from prior year, which included a benefits line item for our new hire, 401K-contribution line. Kandee addressed the legal line item asking what the Bureau feels we would spend on our lawsuit with Hyperdisk. Mike shared he doesn't believe it will go to court. Susan inquired about how much we have reserved in this budget for that lawsuit and Paulette responded \$100k.

Restaurant Week August 17-24-Paulette

- Restaurants participating this year are 34. We will have live auction items from AMEX Travel, which include a trip to London and one to Italy. Peter is working on more silent auction items as well as donating his chef for the live auction, which will include four courses, dinner for 8.
- Kick off party will be on the 16th of August. RSVP's is less than 200. Kandee asked if we needed more people to invite and Paulette shared many people have not rsvp'd as of yet which include many city officials/ reps and supporters of the Soup Kitchen as well as VIP's with the Irvine Company. Paulette will email Kandee if more invites need to be given out.

Pacific Symphony Sponsorship-Paulette

- Shared dates for Amy Grant and The Wicked Divas concert series for November and December as requested by the Board from June's meeting. At June's meeting a handout was given as to what a \$15k sponsorship would offer the Bureau. Ticket information is as follows: 20% discount for group tickets can be given. Orchestra seating will run about \$75 and promenade seating will be \$50. Friday's are the least popular. Board decided not to purchase any tickets at this time.

Marketing Update- Paulette

- Mobile site is up and running. Please check it out.
- New Visitor Guide is waiting to go to press once The Hotel Hanford advises us of their new name as well as the Wyndham. Kandeé asked if Paulette has seen Newport Beach's pocket guide. Paulette will look into this option.
- New Package Promotion with Visa
155 room nights were generated as a result of our new Visa promotion. All hotels did not respond to the request for room nights so this number will be higher than stated. CVB is marketing this package online as of July 1st through the help of Myriad.

Susan asked the Board if everyone was aware of the issue with accepting the Visa card as payment upon check out. Susan shared that a guest was trying to check out of her hotel and wanted to use the Visa gift cards as payment. The guest could only use \$40 of the \$50. The balance of the gift card is still on the card but the entire \$50 amount cannot be used upon check out. Paulette shared with the Board the email she sent out in July as a result of Susan's experience and asked hotels to spell out the issue at hand on each hotel's website. The CVB also included verbiage on its site to inform customers should they choose to use the Visa at check out, they will not be able to use the entire amount. Paulette also shared other bank cards also have stipulations. Werner expressed this is not good for customers as did Mike and Kandeé. The Board decided to change current package to South Coast Plaza gift certificates with no one opposing this change.

- Motion to approve shuttle transportation for OC Marathon 2013 was approved by Mike, Dan, Susan and Kandeé. No one was opposed. Paulette stated \$30k+ was budgeted for this.
- Motion to approve sponsorship for OC Marathon in the amount of \$10k was made by Mike, Kandeé and Susan. No one opposed. This too was budgeted for.
- Barrett-Jackson Las Vegas-The Bureau will attend. Those interested need to contact Paulette as she budgeted for two hotel partners to participate. The kick off event is Wednesday, September 19 and the show goes until Saturday, September 22.

Presentation by Myriad Marketing-AI Merschen, Managing Partner

City Updates-Dan Joyce

- It is election season. There are three slots open for council, which include Eric Bever, Mayor, Steve Mensinger and Gary Monahan.
- 60th Anniversary of our city in June 2013. Dan is working on a 3-day festival. It will be the weekend before Barrett-Jackson.
- Bike Nation-city working on contract.

Meeting adjourned 2:15 p.m.